ABSTRACT OF THE DISCLOSURE

A prospective customer searching part searches a customer database on the Internet based on information regarding a target article, a shop searching part searches a shop database, and a prospective customer list generating part generates a prospective customer list for each shop. A prospective customer list presenting part presents the list, and a shop determines whether or not advertisement is to be distributed to each prospective customer by using an advertisement distribution selecting part. An advertisement distribution preliminary list generating part excludes customers selected not to receive advertisement to generate an advertisement distribution preliminary list. A name-embedded advertisement generating part generates advertisement using advertisement data in accordance with the advertisement distribution preliminary list, and a name-embedded advertisement distributing part distributes the name-embedded advertisement to customers.